

MJ

# Michael Johnson

## ABOUT ME

I am a social media marketing enthusiast with practical experience in content creation and audience engagement. I excel in leveraging analytics and creative skills to boost brand presence online.

## PROFESSIONAL EXPERIENCE

Social Media Coordinator | TrendSetters, Austin, TX

June 2022 – Present

- Managed social media platforms, increasing engagement by 30% over six months.
- Developed creative content strategies that resulted in a 20% growth in followers.

Digital Content Intern | CreativeHub, Austin, TX

January 2022 – May 2022

- Assisted in content creation and scheduled posts across various platforms.
- Analyzed social media metrics to refine strategy and improve reach.

## CONTACT



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LinkedIn

## KEY SKILLS

- Social media management
- Content creation
- Audience engagement
- Data analytics
- Creative strategy

## EDUCATION

- Bachelor of Arts in Marketing  
University of Texas  
Austin, TX | May 2022